

## ORDER



**Orders**  
**Order / Rev:** 203798  
**Alt Order #:** 06849960  
**Product Desc:** 9/7-9/10 MITT ROMNEY  
**Estimate:** 184  
**Flight Dates:** 09/07/12 - 09/10/12  
**Original Date / Rev:** 09/06/12 / 09/06/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** American Rambler Productions  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 02494

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Romney For President (R)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	15	\$11,675.00	\$9,923.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	15	\$11,675.00	\$9,923.75	0.00
<b>Totals</b>	<b>15</b>	<b>\$11,675.00</b>	<b>\$9,923.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	7%	\$11,675.00
Market	100%	\$166,785.71

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	53%	\$88,396.43
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$36,692.86
WTVZ	0%	\$0.00
WVEC	18%	\$30,021.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/10/12	09/10/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	M-----		2		\$500.00		0.00					
E 2	WVBT	09/07/12	09/07/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00

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 Product Desc: 9/7-9/10 MITT ROMNEY  
 Estimate: 184

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				2	\$500.00		0.00			
E 3	WVBT	09/10/12	09/10/12	Mon Hour 1 Mon 8-9p	CM	8-9p M-----	:30	2	\$1,000.00	P3	0.00	NM	2	\$2,000.00
HELL'S KITCHEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				2	\$1,000.00		0.00			
E 4	WVBT	09/08/12	09/08/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S)-----S-	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
SATURDAY LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$400.00		0.00			
E 5	WVBT	09/09/12	09/09/12	FOX News Sunday Fox News Sunday	CM	10-11a -----S	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
FOX NEWS SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$75.00		0.00			
E 6	WVBT	09/09/12	09/09/12	NFL Redskins NFL Redskins	CM	NFL Redskins -----S	:30	2	\$2,800.00	P3	0.00	NM	2	\$5,600.00
REDSKINS FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				2	\$2,800.00		0.00			
E 7	WVBT	09/09/12	09/09/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p -----S	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
SUNDAY LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				2	\$500.00		0.00			
N 8	WVBT	09/08/12	09/08/12	MLB on Fox MLB on Fox	CM	MBL on Fox -----S-	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$100.00		0.00			
Totals												15	\$11,675.00	